

1      **CLAIMS**

2      1. A method comprising:

3            retrieving financial data from a data source, wherein the financial data  
4            includes a plurality of financial data elements;

5            identifying a plurality of rules associated with the financial data elements;

6            applying the plurality of rules associated with the financial data elements to  
7            the financial data elements;

8            associating each of the plurality of financial data elements with an  
9            identifier; and

10          identifying additional information regarding each financial data element  
11          using the identifier associated with the financial data element.

12          .  
13          2. A method as recited in claim 1 further comprising storing each of the  
14          plurality of financial data elements and the identifier associated with each  
15          financial data element.

16          .  
17          3. A method as recited in claim 1 wherein the data source is a web site.

18          .  
19          4. A method as recited in claim 1 wherein the financial data elements  
20          represent positions in a financial account.

21          .  
22          5. A method as recited in claim 1 wherein the identifier is an asset  
23          identifier.

1       6. A method as recited in claim 1 wherein the identifier is associated  
2 with a particular financial institution.

3  
4       7. A method as recited in claim 1 further comprising converting data  
5 elements representing ticker symbols to a standard ticker symbol format.

6  
7       8. A method as recited in claim 1 further comprising converting data  
8 elements representing security names to a standard security name format.

9  
10     9. A method as recited in claim 1 wherein applying the plurality of rules  
11 includes matching data elements to a standard security name format.

12  
13     10. A method as recited in claim 1 further comprising associating an  
14 exception identifier with each financial data element for which an associated  
15 identifier is not identified.

16  
17     11. A method as recited in claim 10 further comprising manually  
18 associating identifiers with financial data elements having an associated exception  
19 identifier.

20  
21     12. A method as recited in claim 10 further comprising generating a  
22 new rule to associate identifiers with financial data elements having an associated  
23 exception identifier.

1       **13.** A method as recited in claim 1 wherein applying the plurality of  
2 rules includes applying the plurality of rules in a particular order.

3

4       **14.** A method as recited in claim 1 further comprising retrieving the  
5 additional information regarding the financial data elements from a financial  
6 database.

7

8       **15.** A method as recited in claim 1 further comprising retrieving  
9 additional information associated with the financial data elements from an asset ID  
10 database.

11

12       **16.** A method as recited in claim 1 further comprising normalizing the  
13 plurality of financial data elements.

14

15       **17.** One or more computer-readable memories containing a computer  
16 program that is executable by a processor to perform the method recited in claim  
17 1.

18

19       **18.** A method comprising:  
20             accessing a web page associated with a financial institution;  
21             retrieving data from the web page using a data harvesting script;  
22             identifying financial data contained in the data retrieved from the web page,  
23 wherein the financial data includes a plurality of financial data elements;  
24             applying rules associated with the financial institution to associate each of  
25 the plurality of financial data elements with an asset identifier; and

1 sorting the plurality of financial data elements based on the associated asset  
2 identifier.

3

4 19. A method as recited in claim 18 further comprising storing each of  
5 the plurality of financial data elements and the asset identifier associated with the  
6 financial data element.

7

8 20. A method as recited in claim 18 further comprising converting each  
9 of the plurality of financial data elements from a first format to a second format.

10

11 21. One or more computer-readable memories containing a computer  
12 program that is executable by a processor to perform the method recited in claim  
13 18.

14

15 22. A method comprising:  
16 retrieving financial data from a plurality of financial accounts;  
17 identifying data elements contained in the retrieved financial data;  
18 identifying rules for associating asset identifiers with the data elements,  
19 wherein the rules are associated with a particular financial institution; and  
20 applying the rules to associate an asset identifier with each of the data  
21 elements.

1       **23.** A method as recited in claim 22 further comprising:  
2           determining whether at least one data element has multiple associated asset  
3           identifiers after applying the rules; and

4           modifying the rules to associate a single asset identifier with at least one  
5           data element.

6  
7       **24.** A method as recited in claim 22 further comprising:  
8           determining whether at least one data element does not have an associated  
9           asset identifier after applying the rules; and

10          modifying the rules to associate an asset identifier with at least one data  
11           element.

12  
13       **25.** One or more computer-readable memories containing a computer  
14           program that is executable by a processor to perform the method recited in claim  
15           22.